**Key Web Page Formats & Conventions when creating web sites**

* Logo on home page is repeated throughout the site for consistency
* Maximum of four colours used with colour scheme repeated throughout the site for consistency
* White background is popular – i.e., use of ‘white space’
* Sans serif font are easier to read when using screen based equipment.
* Text is usually left aligned or centered for effect
* Avoid italics; use different font sizes for headings and emphasis
* Avoid use of all capitals and underscore
* Dark colour for text (usually black)
* Avoid text on blue background
* Avoid red and green together for colour-blind people
* Short lines of 10-12 words (60 characters)
* Paragraphs are usually 4-8 lines in length
* Each page is not excessively long and is not wider than the screen
* Tables have been used appropriately to place page elements in position
* Use arrow margins
* Home page should include a brief introduction to organisation which conveys the purpose of the site
* Have a clear navigational pathway; use a menu bar or directional arrows or words
* Use graphics to enhance meaning
* Include appropriate name for pages including home page
* Ensure each page has a title.

Key Web Page Formats & Conventions relating to authorship are:

* Date of development
* Date of last revision
* Signature - author’s name
* Contact details - e-mail address

Other

Ensure Image file sizes are suitable for slow Internet connections